

### REMARKS

#### I. Rejection of claims 1, 4, 7 and 21 under 35 USC 102 (b):

Rejection of claims 1, 4, 7 and 21 under 35 USC 102 (b) as being anticipated by Cars.com 1999 press release. The Cars.com reference discloses an internet site with a listing of various services and products related to a single topic. It does not teach or suggest a set of websites identified by descriptive domain names. Applicant's invention suggests a set of websites that provided organized information on a variety of websites organized around superbrand domain names descriptive of the topic or subject of that website. Applicants claim 1 has been amended to include this fact. Since claims 4, 7 and 21 all depend on claim 1 it is assumed they also overcome this rejection.

#### Section II. Rejection of claims 2, 3, 5, 6, 8 and 9 under 35 USC 103 (a):

Rejection of claims of claims 2, 3, 5, 6, 8 and 9 under 35 USC 103 (a) as being unpatentable over Cars.com in view of Lefkowitz. Applicant incorporates the argument set forth above with respect Section I. Also, Lefkowitz does not disclose or suggest a set of websites identified by descriptive domain names. As noted Applicant's invention suggests a set of websites that provided organized information on a variety of websites organized around superbrand domain names descriptive of the topic or subject of that website. Since claim 1, which claims 2, 3, 5, 6, 8 and 9 all depend on has been amended to reflect this difference it is presumed they also now overcome the basis for rejection.

#### Section III. Rejection of claims 10, 13 and 16 under 35 USC 103 (a):

Rejection of claims of claims 10, 13 and 16 under 35 USC 103 (a) as being

unpatentable over Cars.com in view of Internet.com's Webpedia press release. Applicant incorporates the argument set forth above with respect Section I. Also, Internet.com's Webpedia press release does not disclose or suggest a set of websites identified by descriptive domain names. As noted Applicant's invention suggests a set of websites that provides organized information on a variety of websites organized around superbrand domain names descriptive of the topic or subject of that website. Since claim 1, which claims 10, 13 and 16 all depend on has been amended to reflect this difference it is presumed they also now overcome the basis for rejection.

Section IV. Rejection of claims 11, 12, 14, 15, 17 and 18 under 35 USC 103 (a):

Rejection of claims of claims 11, 12, 14, 15, 17 and 18 under 35 USC 103 (a) as being unpatentable over Cars.com in view of Lefkowitz as applied to claim 2 above in further view of Internet.com's Webpedia press release. Applicant incorporates the argument set forth above with respect Section I, II and III.

Section V. Rejection of claims 19, 20 and 22 under 35 USC 103 (a):

Rejection of claims of claims 19, 20 and 22 under 35 USC 103 (a) as being unpatentable over Cars.com in view of Lefkowitz. Applicant incorporates the argument set forth above with respect Section I, II, III and IV.

Section VI. Objection to the Specification for certain informalities:

The specification was objected because the claims in the original application started on the same page the specification ended on. The applicants have accordingly amended the application to correct this by deleting the claims from page 39 and providing a new page 39 with this response correcting the same. Since the claims are

included in total with all corrections above it is assumed a set of the claims as originally filed beginning on a separate page is not necessary.

Section VII. Objection to the Specification for reference to Colored drawings:

Objection was made to the reference to colored drawings. The Applicant has corrected this by removing all reference to colored drawings. References in the specification formerly using color have been changed to geometric shapes or a shade of gray and black. The amendment to correct this has added appropriate reference numbers to the drawings and specification as set out above. Applicant has included a sheet with corrected drawings to reflect this correction.

CONCLUSION

Claims 1 to 22 are currently pending. Based on the above amendments and arguments Applicant respectfully requests that the Examiner reconsider the matter and allow the pending claims.

Respectfully submitted,

August 19, 2004



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